



**MINUTES OF THE CITY COUNCIL SPECIAL MEETING**  
**CITY OF NEW PORT RICHEY**

**NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS**  
**5919 MAIN STREET, NEW PORT RICHEY, FLORIDA**

**June 30, 2020**  
**5:00 PM**

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**ORDER OF**  
**BUSINESS**

**1 Call to Order – Roll Call**

The emergency meeting was called to order by Mayor Rob Marlowe at 5:00 p.m. Those in attendance were, Deputy Mayor Jeff Starkey, Councilman Chopper Davis and Councilman Matt Murphy. Councilman Altman arrived at 5:03 p.m.

Also in attendance were City Manager Debbie Manns, City Clerk Judy Meyers, Police Chief Kim Bogart, Finance Director Crystal Feast, Fire Chief Chris Fitch, Economic Development Director Charles Rudd, Parks and Recreation Director Elaine Smith, Development Director Earl Hahn, Technology Solutions Director Bryan Weed, Human Resources Manager Bernie Wharran, Assistant Public Works Director Barret Doe and Youth Librarian Jessica Meredith.

**2 Pledge of Allegiance**

**3 Moment of Silence**

**4 Public Reading of Ordinances**

**a. Emergency Ordinance No. 2020-2203: Requiring Face Coverings in Public Indoor Places - Page 3**

City Manager Manns read the ordinance by title only. She stated the purpose of the agenda item was to adopt an emergency ordinance which would require face coverings in public indoor places within the city. City Manager Manns the Center for Disease Control and the Surgeon General for the State of Florida advise that the public wear cloth face coverings in public settings where other social distancing measures are difficult to maintain to slow and prevent the transmission of COVID-19. On June 23, 2020, Pasco County Administrator Dan Biles signed an Executive Order which requires the public to wear face coverings in indoor places. The City's emergency ordinance provisions coincide with the County's requirements to maintain continuity throughout our community. Pursuant to Section 2.14 of the New Port Richey City Code, the City Council has determined that COVID-19 is a public emergency affecting the life, health, property or the public peace of the City's residents and is authorized to adopt this Emergency Ordinance at the meeting at which it is introduced. Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Deputy Mayor Starkey we are experiencing a pandemic. If you can social distance then you do not have to wear a mask. Mayor Marlowe then read a sign that he has on his business door. Deputy

Mayor Starkey stated he has tape at the door at his office to ensure social distancing. Councilman Altman stated he knows some places are giving out masks. Motion was made to adopt the emergency ordinance as presented.

Motion made by Chopper Davis and seconded by Pete Altman. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

5 Business Items

a. Presentation by Arnett Muldrow & Associates RE: Branding and Marketing Strategy - Page 23

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item was to view a presentation by Arnett Muldrow & Associates related to the unveiling of the City's new marketing and branding initiative. She stated that the CRA entered into an Agreement back in November 2019 for a study and marketing methods.

She then introduced Economic Development Charles Rudd who then made a presentation to Council. He stated the slide show was in video form to avoid any technical issues. The video then was presented. The video included brand elements including color palette and type face, graphics, brand statement, city extension of the logo type, city seal, brand extension to city departments, communications, presentation templates and newsletter. The video then highlighted branding efforts within the downtown and Sims Park. The video then highlighted integrating organizations into the branding effort including NPRMS, the Richey Suncoast Theatre and the historical museum. The video then highlighted event extension including movies and concerts in the park, seafood festival, wine stroll and dessert stroll and the Christmas boat parade. The video then highlighted the signage system and included open/closed sign for businesses, safe distance floor decals, complete street signs, boat flags and banners. The video then highlighted marketing products including shirts and coffee mugs. The video then highlighted the marketing strategy that included target audiences, types of communications, key messages and action item to achieve results.

Deputy Mayor Starkey stated the black waters does not sound appealing and the river is dark due to cypress. That would be the only thing he would change. Councilman Altman suggested a play off of the word current. He stated the picture of the downtown is missing people. We need to show life in the city. Mayor Marlowe stated he liked the banners on the power poles along US19. He also liked the complete street signs. Councilman Davis stated the brand statement has a lot of negatives and we need to say who we are instead of who we aren't. Mr. Muldrow said there are other ways to introduce those. Councilman Davis asked about specialty license plates where they are based. Mr. Muldrow stated there were no individual community plates. Councilman Davis stated the number one plate sold in Florida is endless summer. He stated the colors were dull. Councilman Murphy stated he liked the colors as they were calm and relaxing. Councilman Altman stated he liked the downtown logo with the logo in the o's. Deputy Mayor Starkey he likes the colors and agreed with Councilman Davis' comments about the negatives. Mr. Muldrow stated that black water has mystic but hearing concerns there are easy ways to edit that. Councilman Altman stated the branding statement are guiding principles. Mr. Muldrow stated the branding statement can be used for voice over videos. Councilman Altman stated there is one other unused resource which is the City's designated tv channel. It would be a great opportunity to advertise events. Mr. Rudd stated he was very excited with this system and will allow for consistent messaging. Mr. Muldrow then highlighted the next steps of the project including a style guide that will be fully digital. Shelly Sorenson came forward to ask if branding incorporates other materials or if it will be just wood and Mr. Muldrow replied that the City has moved forward with the investment of the wayfinding and others regulated through the federal government but there are other options that can be looked at and are on the table. Patrick Bene came forward and stated one of the goals of the community is a pedestrian lifestyle and asked about branding on sandwich boards. Mr. Muldrow stated templates are available. Motion was made to approve the concept as presented.

Motion made by Pete Altman and seconded by Jeff Starkey. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

6 Communications

Mayor Marlowe wanted to congratulate Crystal Feast on the CAFR report. He stated the Rec Center was approved to participate in the Renew Active Program. Mayor Marlowe stated that his wife and himself both signed up. He stated there were a couple of events over the last weekend and gave kudos to the NPR Police Department for handling the events. Deputy Mayor Starkey stated he spoke to several officers regarding the Back the Blue Rally. He stated they said it was the first time in months that they felt appreciated. He found it disturbing that no news covered the Back the Blue Rally. Councilman Murphy stated the event was great and he appreciates all that they do. Councilman Davis stated there were many retired officers as well. He asked for an update on the water meters. Councilman Altman stated he had a discussion with the City Manager regarding the parking garage. He has mentioned in the past about having the finalist be here. He thinks there is opportunity to identify a good design-build firm. He wants to make sure we have the opportunity to find someone with a skillset to add commercial to the garage.

7 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:21 p.m.

(signed) \_\_\_\_\_  
Judy Meyers, CMC, City Clerk

Approved: \_\_\_\_\_ (date)

Initialed: \_\_\_\_\_